

## Terms and Conditions

### **Samsung Football Season Campaign – Bin Discount Offer For Bank Alfalah Cards only. LIMITED TIME OFFER – 48 HOURS ONLY**

1. These terms and conditions govern the promotional campaign being offered as the **“Samsung Football Season Campaign – Bin Discount Offer”** (herein also referred to as the **“Offer”**) on the Samsung Gulf FZE (**“Samsung”**) e-store in Pakistan (<https://www.samsung.com/pk/offer/>) (the **“E-Store”**), entitling a limited number of eligible Samsung customers (the **“Customer(s)”**) who hold Visa and Mastercard Debit/Credit Cards of Bank Alfalah (**“Bank Alfalah Cards”**) to get a 5% discount (**“Discount”**) with maximum discount amount of Rs. 3,000 on the purchase of Samsung products (**“Products”**) at the E-Store using Bank Alfalah cards. This Discount is in addition to any other discount offers available on the E-store to which the customer is otherwise entitled.
2. The Offer will be available on all Samsung products which are sold on the E-Store, from **12<sup>th</sup> June (12AM) till 14<sup>th</sup> June 2026 (11:59PM)**, or until stocks last, whichever is earlier (the **“Offer Period”**).
3. User Journey to avail the Discount for Credit Card Holders as well as Debit Card Holders:
  - 4.1 At the checkout page of the E-Store, the Customer shall provide all required personal and delivery information;
  - 4.2 At the payment stage, the Customer must select the **“Pay via Alfa Instalments”** payment option;
  - 4.3 The Customer will then be presented with a checkbox requiring acceptance of the terms and conditions applicable to the **“Pay via Alfa Instalments”** payment option;
  - 4.4 Upon acceptance of the applicable terms and conditions, the Customer's order shall be provisionally confirmed, and a provisional order confirmation email will be sent to the email address provided by the Customer;
  - 4.5 Within one (1) working day of the provisional order confirmation, a Samsung customer care representative shall contact the Customer to verify the details of the Customer's Bank Alfalah card, including the card BIN number;
  - 4.6 Following successful verification, the Samsung Customer Care representative shall send a hyperlink to the Bank Alfalah Portal to the mobile number/provided by the Customer during checkout;

4.7 Upon accessing the Bank Alfalah Portal, the Customer may elect either to (a) pay the full purchase price, or (b) avail the Alfa Instalments facility. The Discount shall be applied to the purchase price of the Product in either case;

4.8 If the Customer fails to complete payment through the payment link within seventy-two (72) hours of his provisional order confirmation, the Customer's order shall automatically be cancelled.

4. Alternate option to avail the Discount for Credit Card Holders only: Customers holding Alfalah Credit Cards may elect their payment option as “Buy Now, Pay Later” at the E-Store. Customers who hold a debit card shall not be eligible for the “Buy Now, Pay Later” payment option. All other steps remain the same as provided in clause 3 above.
5. The terms and conditions relating to installment plans provided by Bank Alfalah are available at <https://images.samsung.com/is/content/samsung/assets/pk/terms-and-conditions/deals/PayviaAlfaInstallmentsTnCs.pdf> In case the Customer choses to opt for any installment plans, the the Customer agrees to the terms and conditions made available by Bank Alfalah, an independent third party shall apply to the Installment Plan.
- 6.

#### General Terms and Conditions

7. Samsung and its distributors reserve the right to change the prices of the Products at any time before an order for the Products is confirmed, particularly in case of the economic situation of the country, devaluation and import related problems. The Discount shall be applied, and the final prices will be calculated on the basis of the prices displayed on the E-Store at the time of the purchase. Samsung shall not be liable to the Customer for any price variation occurring prior to order confirmation. All orders shall remain subject to verification and confirmation by Samsung and/or its authorized distributor. Samsung and/or its authorized distributor reserve the right to cancel any order in case of pricing error, system errors or stock unavailability.
8. The above-mentioned Offer is available to the Customers on a first-come-first-served basis, provided they complete their order for the relevant purchased Product, pay for it and accept delivery. No Discount can be claimed under the Offer by a Customer in case of an incomplete, returned or cancelled order. No claim for the Discount shall lie in such circumstances.
9. The Offer is provided gratuitously, as a promotional benefit, without any additional/separate consideration and is in the complete discretion of Samsung and Bank Alfalah. The Customer agrees and acknowledges

that this Offer is not a part of the consideration for their decision to purchase the Product(s) and that the Customer's decision has not been made based on the availability of this Offer.

10. The Discount given under this Offer is not exchangeable for cash or other Samsung products. The Offer is non-transferable, non-refundable and cannot be exchanged for cash, store credit or any other Samsung product or service.
11. To the fullest extent permitted under applicable laws, Samsung shall not be liable to the Customer for any loss and/or damages of any kind suffered in connection with the purchase and/or use of any of this Offer or the inability to use such Offer.
12. By availing this Offer, the Customer accepts that any dispute, claim or controversy arising out of or in connection with these Terms and Conditions, shall be governed by and construed in accordance with the laws of the Islamic Republic of Pakistan. Exclusive jurisdiction shall lie with the competent courts at Lahore. The Customer further acknowledges that the importation, assembly, marketing, and sale of Samsung products in Pakistan are carried out exclusively by Samsung's authorized distributors and not by Samsung itself. Samsung's role in relation to the Offer is limited to the advertisement, marketing and promotion of the Offer. All matters relating to product sales, order fulfillment, payment processing, delivery, returns and refunds (if applicable) are undertaken and handled solely by Samsung's authorized distributor. Accordingly, any claims or remedies shall be pursued solely against such authorized distributors.
13. The Terms and Conditions of the E-Store, as available at <https://www.samsung.com/pk/terms-and-conditions>, shall apply in addition, but subject to, these terms. In case of any inconsistency between these Terms and Conditions and the E-Store Terms, these Terms and Conditions shall prevail for purposes of the Offer.
14. Unless otherwise expressly stated herein, Samsung discourages Bulk Buying i.e., any order for the purchase of more than 2 units by a single individual or from the same address or from the same payment source, are considered as Bulk Buying and includes placement of multiple orders by a single person/entity. As a result, all those orders which in the opinion of Samsung are likely to be part of Bulk Buying, may be cancelled by Samsung. Samsung shall be the sole judge in this regard.
15. If any order is accepted by system error or on account of mistake after the expiry or lapse of the Offer(s) or after the stocks have ended, Samsung may cancel such orders. The Customer acknowledges and understands that the contract for instalments is between the Customer and Bank Alfalah, and Samsung is not liable for any dispute regarding the payment or the refund.